

ASSURANCE OF VOLUNTARY COMPLIANCE

In the matter of:

**The Lead Connection, Inc. and
Chris Etheridge,**

Respondents.

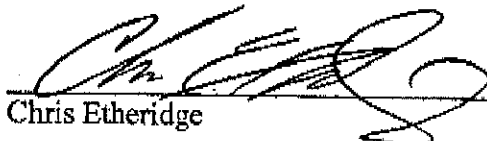
The above-named Respondents enter into this Assurance of Voluntary Compliance (AVC) in order to resolve concerns of the Iowa Attorney General relating to solicitations that purport to collect personal information from Iowans interested in a "state regulated program" providing "benefits" covering funeral expenses, which information Respondents purport to market as leads to insurance agents.

Respondents, and each of them, agree: (1) to refrain from engaging or participating, directly or indirectly, in any form of solicitation or communication that (a) is directed to residents of Iowa, or is conducted in whole or in part from an Iowa location, and (b) involves the collection of information that may be marketed or otherwise provided as leads to sellers of insurance or other goods or services; and (2) that any future violation of this AVC shall constitute a violation of the Iowa Consumer Fraud Act, Iowa Code ' 714.16, and that any such violation shall give rise to civil penalties and other remedies as set forth in that law and other applicable law.

Date: 3/2/15



For The Lead Connection, Inc.

Date: 3/2/15


Chris Etheridge

Accepted by:

Date: 3/19/15


Steve St. Clair
Assistant Iowa Attorney General